INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

No. 1833 **Washington, D. C.** **July 1, 1961**

MSSA Inspection Requirement Deferred beyond July 1

Maj. Gen. Hugh Mackintosh, Director of Military Subsistence Supply, and Colonel Thomas A. Ward, Chief, Field Inspection Office, Quality Control and Inspection Division of MSSA, have assured the N.C.A. that failure of canners to request listing in the *Directory of Sanitarily Approved Food Establishments for Armed Forces Procurement* by July 1 will not prohibit any canner from putting in a bid and getting an award.

This assurance was given R. B. Heiney of the N.C.A. staff in discussions with these officers in Chicago this week. MSSA explains that the July 1 date given in its "Notice to the Trade" (see INFORMATION LETTER of June 17, page 193) was merely a target date to enable the agency to make an appraisal of the magnitude of the inspection job for the veterinary corps, and to enable the Office of Quartermaster General to agree on a date for implementation of the inspection program, which in any event would be after January 1.

Chairman John Shafer of the N.C.A. Procurement Committee is arranging a meeting in Chicago the last week in July or first week in August to present to OQMG the industry's opposition to the new inspection requirement.

Marketing Orders Deleted from Administration Farm Bill by Both Senate and House Agriculture Committees

Provisions of the Administration's omnibus farm bill which would have authorized marketing orders for canning crops were deleted this week by both the Senate and House Agriculture Committees. (The N.C.A., in its appearances before both committees in May, requested that canning crops be exempted from these provisions.)

On June 27, the Senate Agriculture Committee voted, 9 to 8, to accept an amendment sponsored jointly by Senators Aiken (Vt.) and Holland (Fla.) which removes all reference to marketing orders from S. 1643.

On June 29, the House Agriculture Committee, by a vote of 20 to 15, approved a motion by Representative Gathings (Ark.) to remove the marketing orders provisions from H. R. 6400. It subsequently adopted, by a voice vote, new language which would amend the Agricultural Marketing Agreement Act of 1937 to include the following commodities: California apples (not including those for canning or freezing), turkeys and lamb (including the products thereof), peanuts, and honey.

By their actions this week, both committees also removed from the bill certain provisions that would have authorized national marketing quotas and price supports for processing crops. (The N.C.A. opposed these provisions in its May testimony.)

Final action on the bill has not yet been taken by either committee and, in theory, both votes are subject to reconsideration and further amendment. The Senate Agriculture Committee will consider the bill again on July 6th; the House Agriculture Committee will resume its discussion of the measure on July 11.

Senate Inquiry Opens on Packaging and Labeling

The Senate Antitrust and Monopoly Subcommittee, of which Senator Hart (Mich.) is chairman, opened its inquiry into packaging and labeling practices with public hearings June 28-30.

The Subcommittee is concerned with the "nature and extent of trade practices affecting consumers in a manner which tends or may tend to restrain competition . . . with particular reference to deceptive, misleading, fraudulent or unfair practices in the production, processing, packaging, labeling, branding, advertising, statement of prices and other conditions of sale, marketing and furnishing of goods and services to consumers."

In opening the hearings Senator Hart stated that the purpose of the inquiry is "to determine whether the information concerning products on sale is such that the consumer can make a reasonably intelligent choice between competing products in today's market place."

The initial phase of the Subcommittee study is concerned with packages and labels, he said, not with retailing. However, some of the problems associated with alleged consumer deception were attributed to the self-service merchandising in today's supermarket selling, in which the package and label have become the salesmen for their product.

Witnesses at the first three days' hearings criticized packages and labels of foods and household products on various counts, and some accused food and grocery manufacturers generally of deliberate deception, with lack of confidence in U. S. business said to be one of the dire results.

Much criticism was directed to the reduction of package and contents in lieu of a price increase, and the related questions of different net weight statements appearing on competing products in the same size containers and the "odd" weights which are portions of a standard measure, such as 15¾ ounces. The products criticized on these points included candy bars, soaps and detergents.

Other practices criticized by the witnesses are slack fill, inconspicuous net weight statements, the complexity facing the consumer in calculating the best buy in cents per pound, and the exaggeration which results from such terms as "large," "super," "king size," and "full pound."

The opening witnesses were Senator Maurine Neuberger (Ore.); Dr. Persia Campbell, professor of economics at Queens College; Marya Mannes, author and critic; and Dr. Colston E. Warne, professor of economics at Am-

herst College and president of Consumers Union, Inc. Each condemned manufacturers and distributors for various packaging and labeling practices. Among their most repeated recommendations were more conspicuous net weight labeling and standardization of containers.

Dr. Ernest Dichter, president of The Institute for Motivational Research, told the Subcommittee that the modern consumer is a highly efficient judge of advertising and packaging practices, but does not act consistently as "a rational and technologically sophisticated consumer who buys only what he has found to be really superior and who gathers all the facts before making a decision." He contended that the consumer is guided to a large extent by human weaknesses and is not much deceived either by advertising, packaging or labeling that is untrue.

Senator Hart stated that it would not be desirable to restrict the right to change packages, contents, or price. He suggested that the consumer needs to attain a better understanding of his role as a consumer and how to shop most intelligently for his own interests.

Keeping Farm Business Records

Pointers on how to keep good farm business records for the typical operation of a family farm are given in a new USDA publication.

For the majority of family farms a system of recordkeeping based on a foundation of five kinds of business records is recommended. The five kinds of records are documentary records, balance sheet, sales and purchase records, end-of-year summary, and production records.

On most farms all of these records can be kept by the farmer or some member of his family; according to USDA, there is no need to go to the expense of hiring an accountant or bookkeeper.

Because no two farms or farmers are alike, a first consideration in setting up an accounting system for the farm is to decide what is wanted from the records kept. Usually, farm records should at least provide a basis for computing net income and equity in the business, for preparing income tax returns, and for finding strong and weak points in the business.

A free copy of the publication, *Family-Farm Records* (FB 2167), may be obtained from the Office of Information, USDA, Washington 25, D. C.

Maine Canners and Freezers

F. Webster Browne of Snow Flake Canning Co., Brunswick, was reelected president of the Maine Canners and Freezers Association at the 49th annual meeting. Other officers reelected were:

Charles A. Stewart, A. L. Stewart & Sons, Cherryfield, vice president; Harold C. Harmon, H. L. Forhan Co., Portland, secretary-treasurer; and John W. Gault, Portland, executive secretary and assistant treasurer.

1961 Yearbook of Agriculture

The 1961 Yearbook of Agriculture is entitled *Seeds*. It tells of the importance, life processes, production, processing, certification, testing, and marketing of seeds.

The yearbook is designed to give much practical information for farmers, gardeners, seedsmen, students and others on the seeds of hybrid corn, sorghum, rice, wheat, grasses, sugar beets, other field crops, vegetables, flowers, and trees.

The Yearbook of Agriculture is a Congressional document and is available from U. S. Senators and Representatives, and also may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for $2.00 a copy.

Dr. Stier Resigns from N.C.A.

Dr. Howard L. Stier has resigned from his position of Director of the N.C.A. Division of Statistics, effective June 30, to accept a position with the United Fruit Company, at its headquarters office in Boston, as director of quality control. He will organize and manage a company-wide quality control program.

Dr. Stier headed the N.C.A. statistical work since the fall of 1951. He has been especially concerned with the application of statistics to business decisions, quality control, and marketing research.

Processed Apples Institute

James J. Tormey of Lyndonville Canning Company, Inc., Lyndonville, N.Y., was elected president of Processed Apples Institute, Inc., at the 10th annual meeting. John A. Hauser, The C. H. Musselman Company, Biglerville, Pa., was elected vice president. L. W. Brown, National Fruit Product Company, Inc., Winchester, Va., and H. E. Meinhold, Duffy-Mott Company, Inc., New York City, were reelected vice presidents.

Chester A. Ray, New Era Canning Company, New Era, Mich., was reelected secretary, and J. Pinckney Arthur, Shenandoah Valley Apple Corporation, Winchester, Va., was reelected treasurer.

Acreage of Peas for Canning in 1961

The planted acreage of green peas for canning in 1961 totals 251,975 acres, 12 percent more than the 1960 plantings of 224,511 acres, according to a report by the N.C.A. Division of Statistics.

The preliminary estimate by the USDA Crop Reporting Board of acreage of peas for canning is 253,220 acres (see INFORMATION LETTER of June 3, page 181).

The planted acreage figures reported by the Statistics Division are based on reports from all canners known to have planted peas for canning in 1961. The figures cover only peas planted for canning and do not include acreage presently intended for other forms of processing

State	1960 Total	1961 Early June	1961 Sweets & Alsweets [a]	1961 Total	Percent change from 1960
	(acres)	(acres)	(acres)	(acres)	
New York	5,250	.....	4,767	4,767	− 9
Mid-Atlantic states	9,661	3,107	7,732	10,839	+12
Wisconsin	80,930	28,758	73,330	102,088	+26
Other Midwest states [b]	66,149	20,072	54,267	74,339	+12
Washington and Oregon	49,023	8,225	39,755	47,980	− 2
Other Western states [c]	13,492	.....	11,992	11,992	−11
U. S. Total	224,511	60,162	191,813	251,975	+12

[a] The total amount of Alsweet acreage reported was 33,043 acres, of which Wisconsin accounted for 24,813 acres, compared with 21,373 and 15,818 acres, respectively, in 1960. [b] Other Midwest states: Ohio, Ind., Ill., Minn., Mich., Iowa, and Ark. [c] Other Western states: Calif., Colo., Idaho, Mont., Utah, and Wyo.

1961 Pack and June Stocks of Pineapple and Pineapple Juice

Canned Pineapple

	1959-60	1960-61
	(*actual cases*)	
Carryover, June 1	5,179,761	4,852,299
Pack	19,489,488	20,946,766
Total supply	24,669,249	25,799,065
Stocks, May 31	4,853,089	6,783,691
Shipments, June 1-May 31	19,816,160	19,015,374

Pineapple Juice

	1959-60	1960-61
	(*actual cases*)	
Carryover, June 1	4,010,153	4,577,667
Pack	11,921,815	12,950,725
Total supply	15,931,968	17,528,332
Stocks, May 31	4,574,601	4,058,337
Shipments, June 1-May 31	11,357,367	13,469,995

Vegetables for Processing

Green Peas for Processing

The season's first forecast of U. S. total green pea production is for a crop of 506,750 tons, 14 percent more than last year and 6 percent above average. If present prospects are realized, the 1961 crop will be the largest since 1957.

Increased production this year over last will be wholly a result of increased acreage, as anticipated 1961 yields are about equal to those of 1960.

State	10-year ave. 1950-59	1960	1961 Indicated	Percent change from 1960
	Production (*tons*)			
N. Y.	18,770	15,800	14,950	−6
Pa.	12,940	6,410	7,010	+9
Ind.	2,140	2,010	1,530	−24
Ill.	33,420	44,320	44,550	+1
Mich.	4,770	4,450	6,210	+40
Wis.	132,870	106,000	117,500	+11
Minn.	52,750	51,440	63,600	+24
Del.	4,990	8,660	9,600	+12
Md.	10,370	10,080	10,800	+7
Idaho	12,070	11,800	17,000	+40
Wash.	84,370	96,000	97,200	+1
Ore.	58,800	51,480	71,300	+39
Calif.	12,690	13,510	21,250	+57
Other states[1]	35,130	22,770	23,500	+3
U. S. Total	476,080	445,300	506,750	+14

[1] Ark., Colo., Iowa, Kans., Maine, Mo., Mont., Nebr., N. J., Ohio, Okla., Tenn., Utah, Va., and Wyo.

Snap Beans for Processing

The acreage planted to snap beans for processing in 1961 is estimated at 199,940 acres, slightly more than was intended earlier this season. The acreage is 10 percent above the 182,580 acres planted in 1960 and is 35 percent above the 10-year average.

State	10-year ave. 1950-59	1960	1961 Preliminary	Percent change from 1960
	Planted Acreage (*acres*)			
Maine	2,400	2,000	1,800	−10
N. Y.	33,500	44,000	48,000	+9
Pa.	5,500	8,200	8,600	+5
Mich.	6,990	8,200	9,800	+20
Wis.	17,110	22,200	25,800	+16
Del.	3,120	6,200	6,100	−2
Md.	10,820	9,300	10,400	+12
Va.	3,920	2,200	2,500	+14
S. C.	980	1,200	1,100	−8
Fla.	10,830	13,300	12,700	−5
Tenn.	6,280	8,700	9,000	+3
La.	820	400	550	+38
Okla.	3,720	5,300	5,400	+2
Texas	8,140	11,000	11,500	+5
Colo.	1,570	1,800	2,200	+22
Wash.	2,160	1,700	1,900	+12
Ore.	9,200	12,000	15,700	+31
Calif.	2,900	3,600	4,600	+28
Other states	17,440	21,280	22,290	+5
U. S. Total	147,370	182,580	199,940	+10
For freezing[2]	35,560	48,080	57,590	+20
East & Central[3]	42,420	48,890	+15
West	5,660	8,700	+54
For canning, etc.[2]	122,080	134,500	142,350	+6
East & Central[3]	120,120	125,440	+4
West[4]	14,380	16,910	+18

[1] Ala., Ark., Ga., Idaho, Ill., Ind., Iowa., Ky., Minn., Miss., Mo., Nebr., N. H., N. J., N. M., N. C., Ohio, Utah, Vt., and Wyo.

[2] Six-year ave., 1954-59; estimates not available for prior years.

[3] East: Maine, Vt., N. Y., N. J., Pa., Del., Md., Va., N. C., S. C., Ga., and Fla. Central: Ohio, Ill., Mich., Wis., Minn., Mo., Ky., Tenn., Ala., Miss., Ark., La., Okla., and Texas. West: Idaho, Wyo., Colo., Utah, Wash., Ore., and Calif.

Pennsylvania Labeling of Juice Drinks, Nectars

The State of Pennsylvania has enacted an amendment to its 1957 beverage law which permits the name and address of a distributor to appear on a beverage rather than the name and address of the manufacturer, provided the package is coded so as to identify the actual plant where the product was filled and if the code is filed with the State Department of Agriculture.

Sweet Corn for Processing

Planted acreage of sweet corn for processing in 1961 is estimated at 461,820 acres, a 2 percent decrease from acreage intended earlier this season. The acreage is 7 percent above the 430,450 acres planted in 1960 and is 1 percent above the average for 1950-59.

The increase in acreage this year over last is general in all important producing states except Iowa and Illinois. White sweet corn varieties, which account for 8 percent of total acreage, are up 10 percent, and yellow varieties, with 92 percent of total acreage, show a 7 percent increase.

State	10-year ave. 1950-59	1960	1961 Preliminary	Percent change from 1960
	Planted Acreage (*acres*)			
Maine	6,380	3,000	3,100	+3
N. Y.	23,200	20,400	22,000	+8
Pa.	11,520	9,100	9,600	+5
Ohio	9,440	4,900	5,300	+8
Ind.	23,080	15,500	16,400	+6
Ill.	61,990	63,900	63,100	−1
Wis.	107,060	104,000	112,500	+8
Minn.	91,090	95,200	105,000	+10
Iowa	21,370	5,500	4,900	−11
Del.	4,860	5,000	6,100	+22
Md.	32,270	30,800	31,800	+3
Idaho	10,550	12,500	12,900	+3
Wash.	15,400	22,700	25,300	+11
Ore.	15,210	21,900	27,500	+26
Other states[1]	21,610	16,050	16,320	+2
U. S. Total	450,230	430,450	461,820	+7
For freezing[2]	65,240	78,390	92,240	+18
For canning, etc.[2]	304,420	352,060	369,580	+5

[1] Ark., Calif., Colo., La., Mich., Mont., Nebr., N. H., N. J., Okla., S. D., Tenn., Texas, Utah, Vt., Va., and Wyo.

[2] Seven-year ave. 1953-59; estimates not available for prior years.

Cucumbers for Pickles

The planted acreage of cucumbers for pickles is estimated at 111,630 acres, 8 percent more than the 103,380 acres planted last year but 19 percent less than the average of 137,400 acres. Acreage planted is only slightly below that intended early this spring.

Michigan, North Carolina and Wisconsin, with over half of the national acreage, show significant increases this year over last; however, much of this increase is offset by decreased acreage in many of the other producing states.

USDA Booklet Points Out Food Is a Bargain

USDA has issued a cartoon booklet, directed to consumers, which points out that the average family grocery bill is only about a fifth of the family's take-home pay today compared with a fourth shortly after the war, and that Americans are getting more marketing service for their food money.

The booklet is a 16-page picture story of changes that took place in the nation's food bill between 1947-49 and 1960 and what happens today to the money spent in the market for foods produced on American farms. It is titled *Food Is a Bargain*. Following is its text:

"Just after the war, the family grocery bill was about a fourth of our take-home pay. Today it's less than a fifth even though food prices have gone up.

"We're getting more for our money, too. More things happen to our food as it travels from farm to supermarket.

"For instance, over five million men and women process our vegetables, pack our meat, bake the bread, and do all the other processing and distributing chores. Without them, our orange juice would never leave the orchard, our steak would still be roaming the range.

"We're getting more transportation service, too. Trains and trucks and planes and barges are making longer trips from the farm to our bigger and bigger cities. Transportation gives us the benefits of year-round production in far away, specialized farm areas.

"We're getting more convenience with our food money—more trimmed, packaged, and frozen foods. More built-in-maid-service, such as premixed foods and heat-and-serve dinners.

"And while we're getting more for our money, we do pay more. Wages and freight rates have gone up in the past ten years. And so have the other expenses such as fuel, supplies, equipment, taxes, and advertising.

"All together, processing, transporting, and distributing food takes 60 cents of our food dollar.

"The farmer gets less than 40 cents—that's about 10 cents less than he got a decade ago.

"Our food bill rose 15 percent in the past 10 years or so, and all of the increase was in the cost of marketing.

"But at the same time, housing rose 32 percent, transportation climbed 46 percent, medical care grew by 57 percent, and the average take-home pay jumped 59 percent!

"Yesterday: So the real cost of food is what we get for our labor. A decade ago an hour's work bought 2.3 pounds of chuck roast, 1.8 dozen eggs, 6.5 quarts of milk, 9.6 loaves of bread, or 24 pounds of potatoes.

"Today: Just a little more than 10 years later, our hour of work is worth 3.3 pounds of chuck roast, 3.6 dozen eggs, 8.1 quarts of milk, 10.1 loaves of bread, or 29 pounds of potatoes. That's why we say,

"Food is a bargain!"

Report on N.C.A. Short Courses for Retort Operators

With the aid of personnel from American Can Company, Continental Can Company, and Owens-Illinois Glass Company, the N.C.A. Washington Laboratory has conducted a number of short courses and conferences for retort operators this year.

The first of these, in which Anchor Hocking Glass Corporation also participated, was held February 14-15 at the University of Georgia at Athens, through the cooperative efforts of Dr. John Powers, head of the Food Technology Department, and Barton Stephens, secretary-treasurer of the Georgia Canners Association. On February 17, Gerald Bee of the N.C.A. Washington Laboratory reported on the purpose and progress of the N.C.A. Retort Survey at the University of Maryland Canners Workshop in College Park. A similar report was given at the National Can Corporation Canners Workshop in Baltimore March 30.

At the Allenberry Lodge Inn, Boiling Springs, Pa., Mr. Bee reported on the N.C.A. Retort Survey and gave some highlights on proper retort installation and operation before the Pennsylvania Canners Association Workshop.

A short course was presented at the Production and Quality Control Conference of the Ontario Food Processors Association on May 18. The meeting was held at the Ontario Agricultural College at Guelph.

On June 6, a one-day retort operators short course was presented before members of the Wisconsin Canners Association at the University of Wisconsin in Madison.

Another short course was held at the Continental Can Company offices in Mankato, Minn. in cooperation with the Minnesota Canners and Freezers Association and the Iowa-Nebraska Canners Association.

Attendance at the meetings has been excellent and on an average consisted of approximately 50 percent retort operators themselves. Sincere interest in the information presented at these meetings has been shown by verbal comment, open discussion at the meetings, and requests for retorting literature.

Further Extensions Granted for Food Additives

The Commissioner of Food and Drugs has published a notice in the *Federal Register* of June 30 to the effect that all extensions of the effective date of the Food Additives Amendment previously continued in effect until July 1, 1961 (see INFORMATION LETTER of April 22) are further extended until September 1, 1961. This additional extension was granted to allow the FDA adequate time in which to consider requests for extension for particular food additives beyond the September 1 date.

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